

ABSTRACT OF THE DISCLOSURE

A thermal activation device (thermal activation unit A1) for heat-sensitive self-adhesive sheet at least includes: a thermally-activating thermal head for thermally activating a heat-sensitive adhesive layer of a heat-sensitive self-adhesive sheet including a sheet-like substrate formed with a printable surface on one side thereof and with the heat-sensitive adhesive layer on the other side thereof; and a platen roller (41) for conveying the heat-sensitive self-adhesive sheet in a predetermined direction, the device wherein the platen roller includes adhesive-mass removing means for removing an adhesive mass (G2) of the heat-sensitive adhesive adhered to a periphery of the platen roller, and wherein the adhesive-mass removing means includes: a transfer roller (42) slidably contacting the periphery of the platen roller as located near an exit of the heat-sensitive self-adhesive sheet, thereby allowing the adhesive mass adhered to the periphery of the platen roller to be transferred thereto; and a cleaning sheet (heat-sensitive self-adhesive sheet R) inserted through space between the transfer roller and the platen roller thereby removing the adhesive mass adhered to a periphery of the transfer roller by allowing the adhesive mass to be transferred thereto.